

## **METHOD AND APPARATUS FOR ESTABLISHING A DISTRIBUTION NETWORK**

### **ABSTRACT OF THE DISCLOSURE**

5           A system, method, apparatus, and computer program code for distribution of “soft  
goods” and other forms of electronic or digital content via a distribution network includes  
motivating a distributor or other party in the network to establish one or more additional  
distributors in the network. Motivation can be provided to a distributor to expand the  
distribution network by providing an incentive, compensation or other benefit to a  
10       distributor that helps establish another distributor in a network or searches for one or  
more distributors that have characteristics or meet requirements associated with the  
network.